

The Homeowner Experience

SALE | SERVICE | REFER | REPEAT



GOOD MARKETING GROUP
Want **GREAT** Marketing? Get **GOOD** Advice.

GoodMarketingGroup.com



SHANNON GOOD, PARTNER
BRAD GOOD, PARTNER

The Homeowner Experience





4 STAGES

The experience is everything!

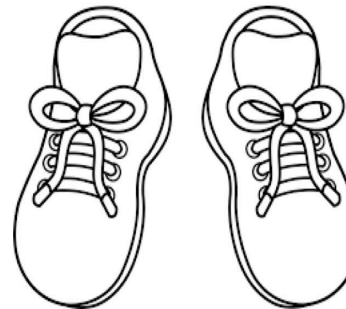
GOOD MARKETING GROUP

NCSG Convention 2023

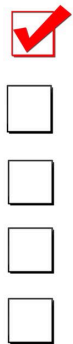
Put yourself in THEIR shoes!

What is 'The Homeowner's Experience' with your company during the following stages...

- **SALE**
- **SERVICE**
- **REFER**
- **REPEAT**



EXPERIENCE:



THE Sale Stage

Just the
beginning
of the
experience!

GOOD MARKETING GROUP

NCSG Convention 2023

YOUR ENTRY INTO THE HOME

How Does the Homeowner
Find Your Company?

What is Their First
Impression?

How Do You Close
the Sale in a
Timely Manner?

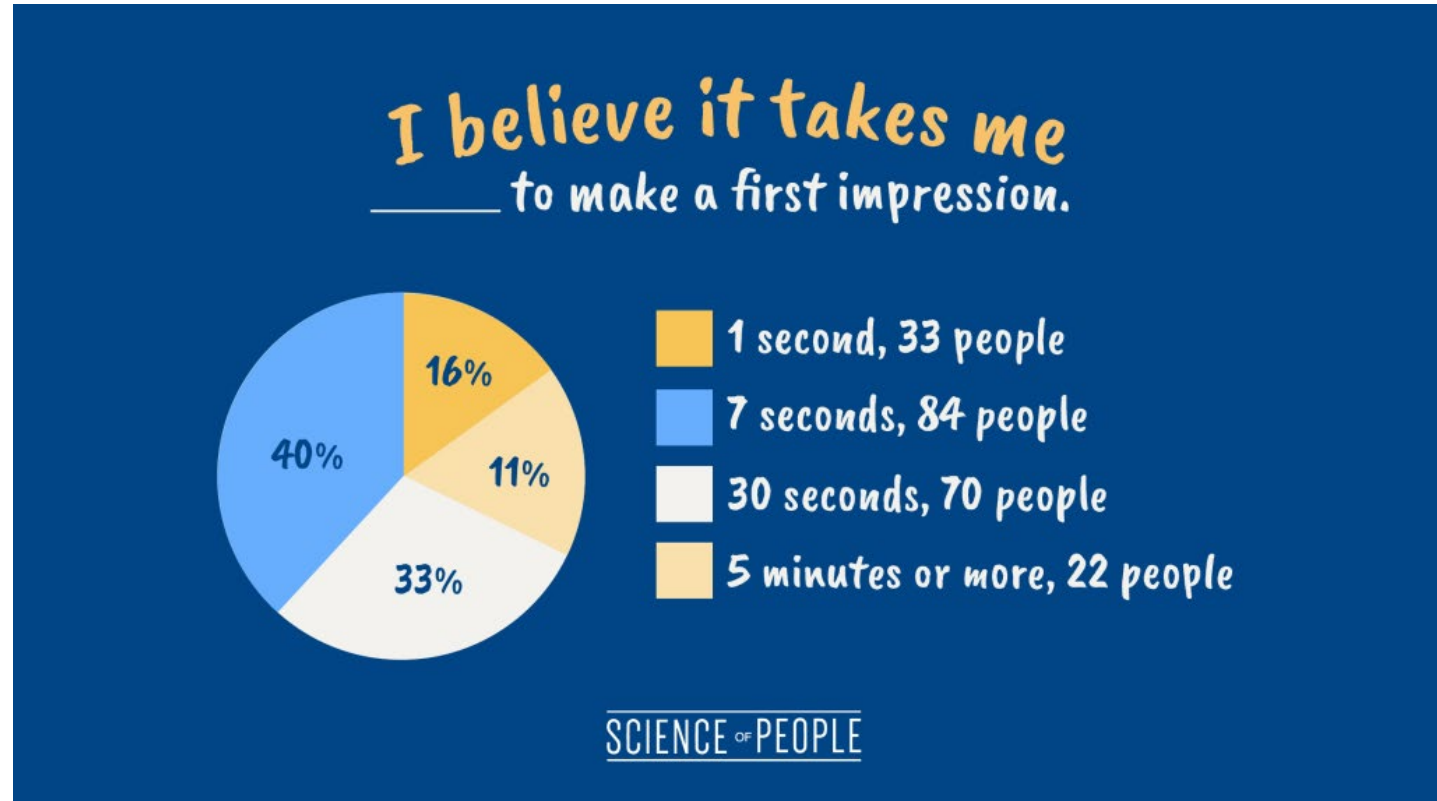


THE Sale Stage



THE Sale Stage

40% of people say it takes them 7 seconds to make a first impression.



THE Sale Stage - Sourcing

Website

Online Search

Social Media

Communications

Initial Contact

Word Of Mouth

Advertising

Reviews

THE Sale Stage - Sourcing

Online Search

Direct Search: visitors who reach your website directly vs. from a referring source

Keyword Search: search terms that people enter into search engines with the goal of finding a company that offers the products or services they are seeking.

Google My Business: free business listing from Google

Social Media: Facebook, Instagram, Twitter, etc posts are all searchable content

Directory Profiles: Yelp, MapQuest, HubSpot, yp.com, BBB, Merchant Circle, Yahoo...

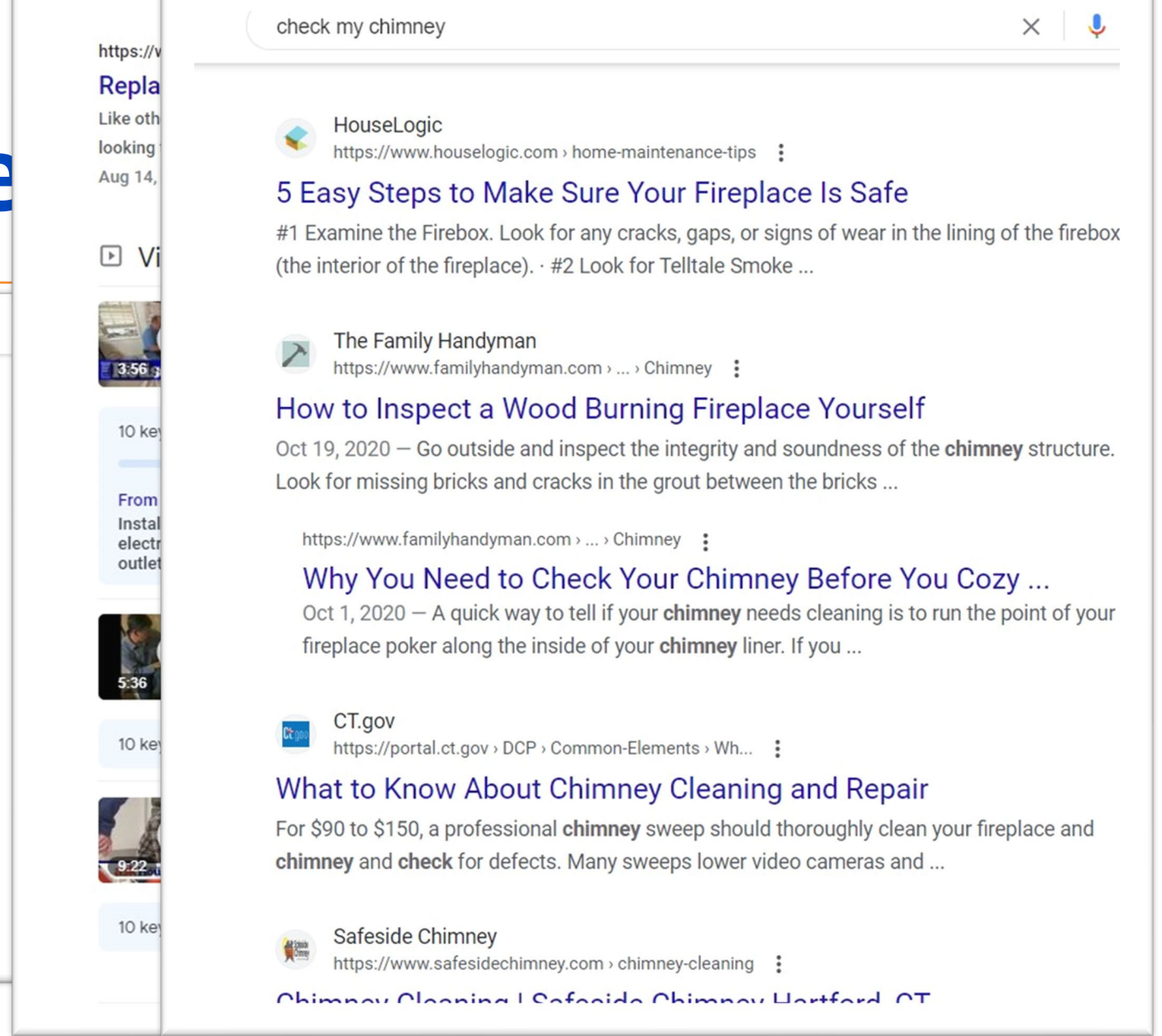
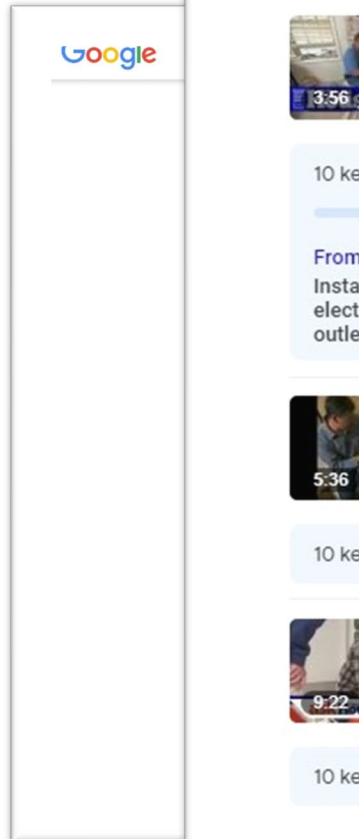
Home Service Directories: Angi, Home Advisor, Houzz, Porch

THE Sale Stage

Online Search

Results:

- Ads
- Videos
- Images
- Links: website, social media, directory listings



THE Sale Stage - Sourcing

Online Search

**CLAIM ALL OF YOUR
ONLINE PROFILES!!!**



THE Sale Stage - Sourcing

Website

Website speed: Google recommends....

Optimized: for ALL mobile devices

Images and Videos: we are a visual society! AND = good SEO

Content: relevant, skimmers and readers, no sales pitches, hyperlinks...

- urges visitors to click deeper & stay longer

Layout & White Space: NOT too many graphics, white space = open space

Reference Google Analytics: most popular pages, keyword searches, geography, length of time on site, traffic sources

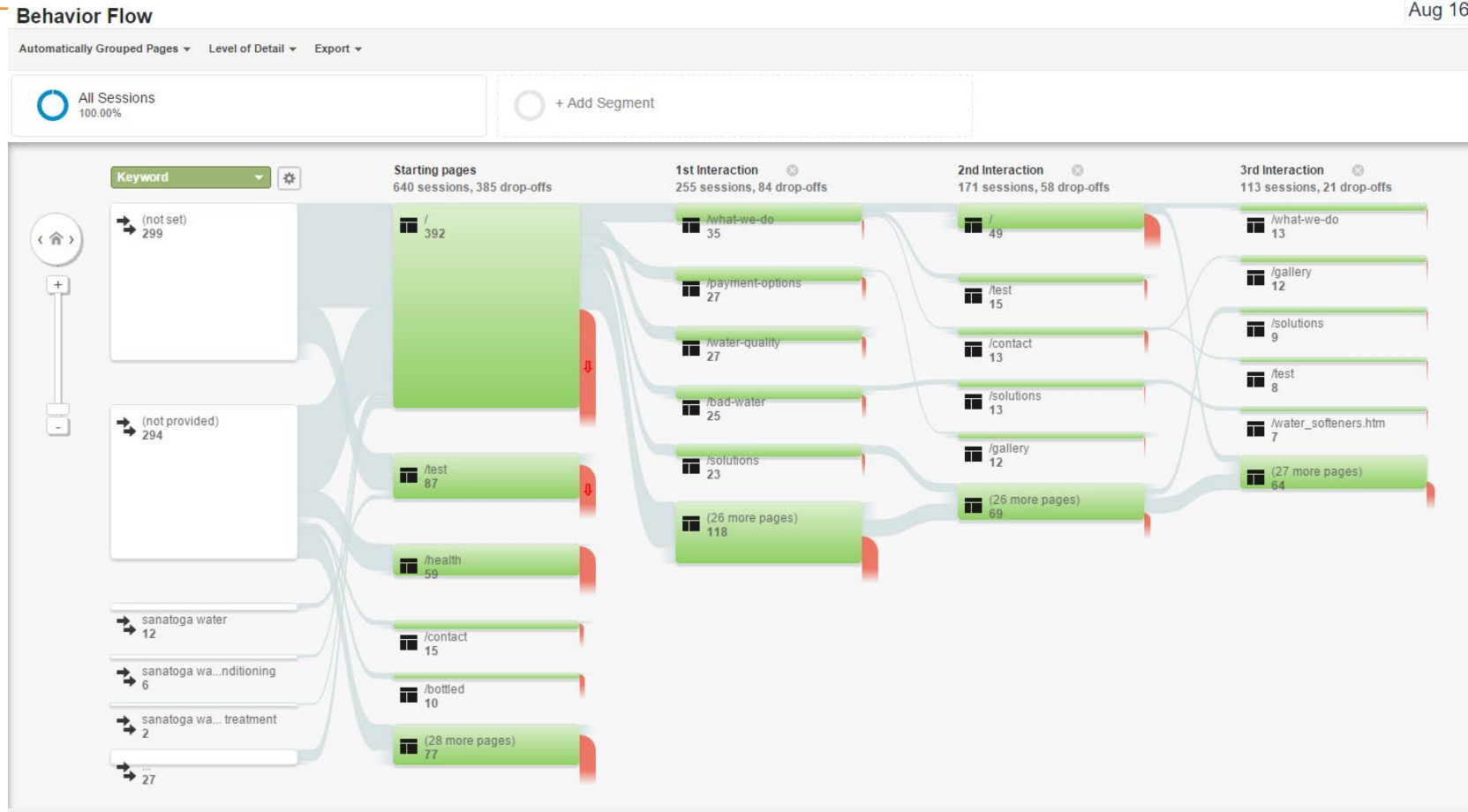
Loading Time = within 3 seconds (*2 seconds if ecommerce!*)
2-3 second mark is where bounce rates skyrocket!
40% of consumers will wait no more than 3 seconds
before abandoning site.

THE Sale Stage - Sourcing

Aug 16

Website

Google Analytics



THE Sale Stage - Sourcing

Website



"Where Details Make The Difference"

Rettinger Fireplace Systems, Inc

Customer Portal Call Us! 856-783-5501



Start Your Project

Shop

Services

Get Inspired

Blog

About

Contact

Where Details
Make the
Difference

Homeowners

Start Your Project

Get Inspired

See Our Portfolio

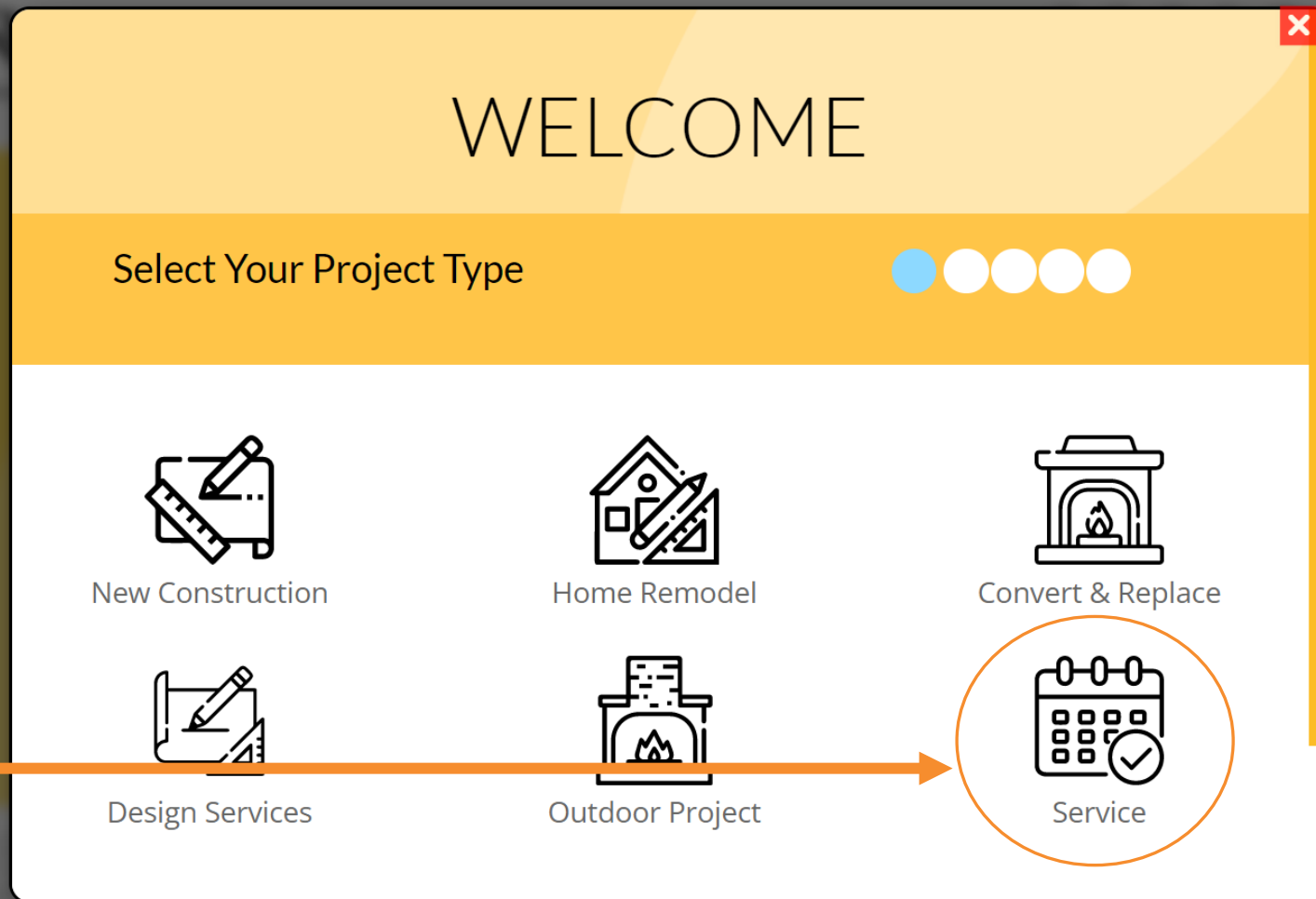
Save Now!

On select fireplaces appliances.

Learn More

THE Sale Stage - Sourcing

Website







THE Sale Stage - Sourcing

Website

WELCOME

Select Your Fuel Type

 Gas  Wood  Pellet  Electric

Do you have a masonry fireplace? *

Yes No Not Sure

Back **Next**

THE Sale Stage - Sourcing

Website

2. Chimney Top Capping

Learn more about your Inspection Chimney Top Capping recommendations by following your inspection report and clicking below to find the matching service...



Chase Cover

View Product



Chimney Pots

View Product



Concrete Crown

View Product



Crown Sealing

View Product

THE Sale Stage - Sourcing

Website



Chase covers are metal pans made out of galvanized steel, stainless steel, or copper fitted on the top of chimney chase like a roof to prevent water from entering into the structure. We fabricate, install, & replace these components.

[610-847-2530](tel:610-847-2530)

[Request a Quote](#)

"*" indicates required fields

LET'S GET STARTED

If you are interested in learning more about this product, please fill out the form below and one of our staff members will contact you.

**Items marked with an asterisks (*) are required, please.*

Purchase Type *

First-Time Purchase

Project Timeline *

Right Away

THE Sale Stage - Sourcing

Website

Testimonial Page

The image shows a screenshot of a website with a testimonial section on the left and a 'Leave a Review' form on the right. The testimonial section consists of three dark blue boxes, each containing a five-star rating, a testimonial text, and the reviewer's name and service. The first testimonial is circled in orange. The review form is a light gray box with a red vertical bar on the right side. It includes a title, a note about required fields, and several input fields for Name (First and Last), Email, Town, and Subject. A dropdown menu for 'Sales' is visible at the bottom of the form.

★★★★★
Bob came out to check the chimney after a tree fell on top of home very professional company and employees.
Danny V in Lavergne Service

★★★★★
Great installation experience. Professional, pleasant and timely.
Linda O in Gallarin Service

★★★★★
Allegiance came to our rescue on the same day that we called! Austin and Will are our heroes! Storms/strong winds caused our chimney to completely detach from and fall over onto our roof hanging on by a thread (aka TV satellite)

Leave a Review

*** indicates required fields

Name *

First

Last

Email *

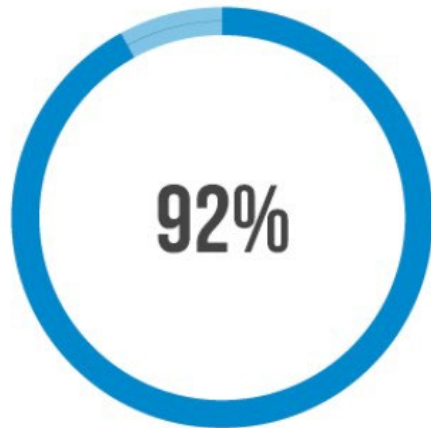
Town *

Subject *

Sales

THE Sale Stage - Sourcing

Word Of Mouth

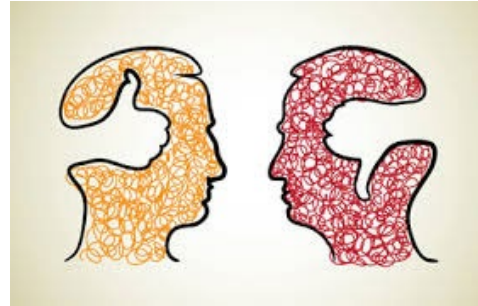


**92% OF CONSUMERS
TRUST REFERRALS
FROM PEOPLE THEY
KNOW. - NIELSEN**



THE Sale Stage - Sourcing

Reviews



Top 5 Do's:

- Apologize
- Use as opportunity
- Respond to all reviewers
- Use proper spelling, grammar & punctuation
- Monitor other sites & monitor for a reply to your reply

Top 5 Don'ts:

- React
- Duplicate replies – bad or good
- Pay for reviews
- Ignore reviews – bad or good
- Worry or Obsess

THE Sale Stage - Sourcing

Reviews

- User profiles=authentic
- Reply ALWAYS!
- Use pop out Link

https://www.google.com/search?q=enchanteds+fireside&rlz=1C1CHBF_enUS901US901&oq=enchanteds+fire&aqs=chrome.0.69i59j69i57j35i39j0i512l2j69i60l3.1948j0j4&sourceid=chrome&ie=UTF-8#lrd=0x89e4078f15cb94a1:0x7a3366b12887b63,1,,

The screenshot shows a Google Business Profile for 'Enchanted Fireside' with a 4.3 star rating and 76 reviews. The 'People often mention' section includes tags for 'pellet stove', 'price', 'professional', and 'job'. The 'Sort by' options are 'Most relevant', 'Newest', 'Highest', and 'Lowest'. Two reviews are visible:

- Sharon Donovan** (1 review, 3 months ago): 5 stars. Review: "Mike and Roy did a fabulous job installing our new Vermont Castings wood stove - very professional with meticulous attention to detail. I highly recommend them, and Enchanted Fireside for having such excellent Team Members. Your quality and service is head-and-shoulders above the crowd!" Response from the owner (a month ago): "Thank you so much, Sharon! We appreciate your kind words! - Karen"
- John Lloyd** (9 reviews - 1 photo, 2 months ago): 4 stars. Review: "We had a gas fireplace installed in 2021. Our experience with the sales team, the final installation team and our satisfaction with the product would rate 5 stars. In between was a rough road, which knocked the rating down. The staff ... More" Response from the owner (a month ago): "Hi John, thank you for your feedback, and we truly appreciate your confidence and your business. We should have followed up after your December install (we want to hear it all - the good and the bad!), so I will see why that didn't ... More"

THE Sale Stage - Sourcing

Social Media

Be the Expert

Be Consistent

Be Everywhere!

THE Sale Stage - Sourcing

Social Media



Sylvia Jonathan recommends

February 23 · 🌐

Bob conducted a free chimney inspection when we were in escrow on this house and bid for the many needed corrections. We hired them a couple months later once we purchased, and with a few hiccups due to unexpected material needs, the crew finally finished. We were informed throughout the process and Austin and his coworker were great to work with. They were neat, polite and conscientious. They worked hard and we are happy with the outcome. I could definitely recommend this company.



1

Staining can tell a lot about what is going on inside and outside of a chimney! 😊

Have you been noticing:

- Dark staining
- White staining... See more

DARK STAINING



WHITE STAINING



STUCCO DECOLORIZATION



MOSS GROWTH



THE Sale Stage - Sourcing


Social Media

Trinity Chimney Service
Published by SocialPilot · April 21 at 12:07 PM · ⚙️

What Sets Us Apart?

- ◆ We pride ourselves on offering the best experience possible, while keeping your house clean.
- ◆ We're Chimney Safety Institute of America (CSIA)-certified and members of the National Chimney Sweep Guild (NCSG).
- ◆ We're a veteran/public servant and Christian-owned company.
- ◆ We're a family-operated company.

Lea... [See more](#)



2,612 People reached 305 Engagements — Distribution score [Boost post](#)

👍❤️ 29 27 Shares

👍 Like 💬 Comment ➦ Share

Allegiance Chimney Solutions
Published by SocialPilot · December 20, 2021 · ⚙️

✨ Congratulations to Vivian Reyes and Allegiance Chimney Solutions for winning the 2021 BBB Spark Award. ✨

We are proud to accept @BBBMidTN honor 2021 Spark Award and honored to be recognized as a marketplace role model for cultivating Character, Culture and Community in everything we do! 🏆

The Spark Awards, an award for entrepreneurship, recognizes business owners 35 and younger or business owners of any age operating for less than three years, who demonstrate a higher level ... [See more](#)



THE Sale Stage - Sourcing

Advertising

Volume 22, Issue 2
November/December 2021

Best of HOUSE & HOME

Preferred Home Improvement

Your go-to company for exceptional exterior remodeling services page 31

BEST OF H&H 2021 Sponsors:

- HARTH
- ALDERFERG
- ad
- SHINO
- STAR PAINTING & WALLCOVERING
- ACD DESIGN

ASK THE EXPERT NYCE CRETE AND LANDIS BLOCK & CONCRETE
How to plan your best outdoor space page 19

ASK THE EXPERT GEHMAN DESIGN REMODELING
How to plan a remodel that fits your lifestyle page 29

Your #1 Resource and Design Magazine • Visit www.HouseMagazine.com to view our Online Design Center

H&H
ask the expert
by Matt Cosentino

Expert: HOME RENOVATIONS

PA-297 | 355 Main St. | Harleysville, Pa. (215) 513-0300 | GehmanRemodeling.com

Gehman Design Remodeling

FOR MOST OF US, HOME IS WHERE WE'RE MOST COMFORTABLE, BUT THAT DOESN'T MEAN WE WOULDN'T LIKE TO SEE SOME SIGNIFICANT CHANGES IN IT FROM TIME TO TIME TO BETTER SUIT OUR LIFESTYLE. Perhaps the children are getting older, a playroom or teen hangout. Or maybe the dated kitchen is not hosting large gatherings anymore and the moment for some much-needed updates has finally arrived.

Tackling a renovation to better fit the homeowners' current lives is no small task, and design-build firm with years of experience is also a must, and that's where Gehman Design Remodeling enters the picture. After three decades of business in remodeling kitchens and baths, House & Home spoke with Dennis Gehman, MCR (Master Certified Remodeler), president of the company, to learn more about these types of projects.

A HOMEOWNER'S LIFESTYLE CAN CERTAINLY CHANGE AS THE FAMILY DYNAMIC CHANGES, WHETHER THAT'S CHILDREN GETTING OLDER OR MOVING OUT. IS THAT WHEN A LOT OF PEOPLE LIKE TO REMODEL?

Yes. Many of the homeowners we do major projects for are empty nesters. When they're raising their families, they may not have the extra disposable income to make the house the way they want it. They make it work for raising a family, but when the kids are out of the house and it's just a husband and wife, they want to invest in their home to enjoy it.

WHAT ARE SOME OF THE IMPORTANT QUESTIONS YOU ASK EARLY ON TO DETERMINE THE DIRECTION OF THE RENOVATION?

We need to know how many people are going to be living in the house, whether they have young children or teenagers. If it's a kitchen project, we want to know how many people are involved in food preparation and whether we need to allow room for more than one cook. A lot of it is asking questions in the flow of conversation, not in a drill-down list. Many people are not able to articulate what they want, but through conversation and getting to know them, it's our job to extrapolate that information and come back with a few design options that we think would work for them. We narrow it down to the one that is closest to what they want and work together to make it exactly what they want.

PEOPLE SEEM TO FEEL STRONGLY ABOUT HAVING EITHER AN OPEN DESIGN OR SEPARATED ROOMS. IS THAT A BIG FACTOR IN A RENOVATION?

People do have strong feelings about that. A lot of times it depends on how much entertaining they like to do. If they do a lot of entertaining, the person who's doing the cooking and food preparation wants to be involved in the conversation, so an open floor plan makes a lot more sense. If it's people who are mostly there by themselves, they don't seem to be as concerned about it. Overall, I would say about 75% lean toward an open floor plan.

WHAT TYPES OF FLOORING ARE MOST OF YOUR CUSTOMERS INTERESTED IN?

We're seeing very little carpet, at least on the first floor. In bedrooms there's still carpet, but on first floors it's almost always a hard surface. Generally speaking, most people's first choice is a hardwood of some kind, but that can definitely get expensive. When we show them samples of the vinyl planks—which look great and resemble real wood—they see that they can save at least 30% of the cost if we save. In open floor plans, you almost feel like you don't have a choice and the flooring should all be the same. When you have different rooms, you have the option to change flooring from room to room.

DO CLIENTS WHO ARE EMPTY NESTERS ASK FOR FEATURES THAT WILL HELP THEM AGE IN PLACE?

We probably bring it up more times than the homeowners. A lot of people still have in mind that if they do that it's going to look like a hospital or a nursing home. I think they're hesitant because that's not the look they want, but we're able to show them pictures of numerous projects we've done that are designed for aging in place.

It may be as simple as making sure the showers are wide enough in the bathrooms so you can enter with a wheelchair or a walker. We make sure we have solid wood blocking behind the tub and shower walls and behind the drywall near the toilet, so that if they ever need a grab bar, it can be installed without having to tear things apart. Many of the manufacturers now have towel bars that are anatomically railed to serve as a grab bar, so it doesn't look institutional. It looks nice but there is a safety feature. **H&H**

NOVEMBER/DECEMBER 2021 | HOUSE & HOME | 25

THE Sale Stage - Sourcing

Initial Contact

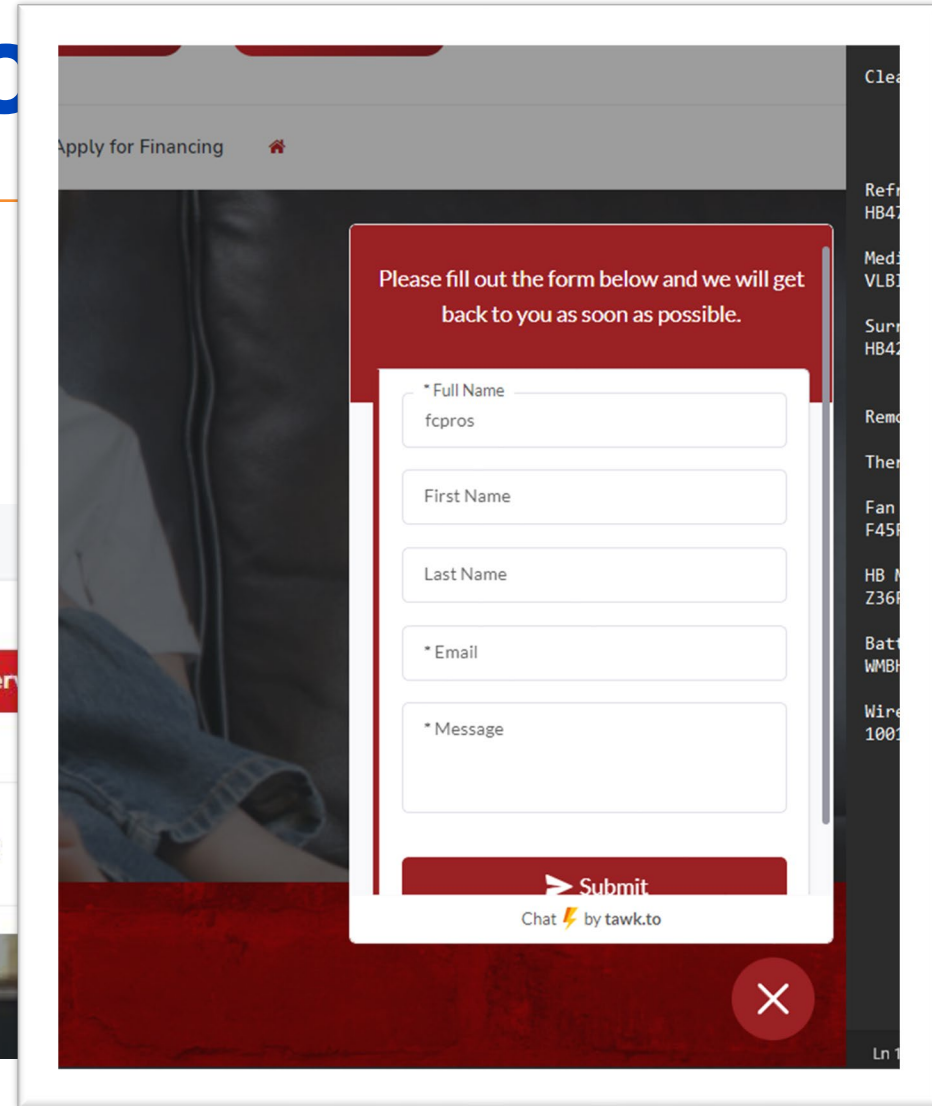
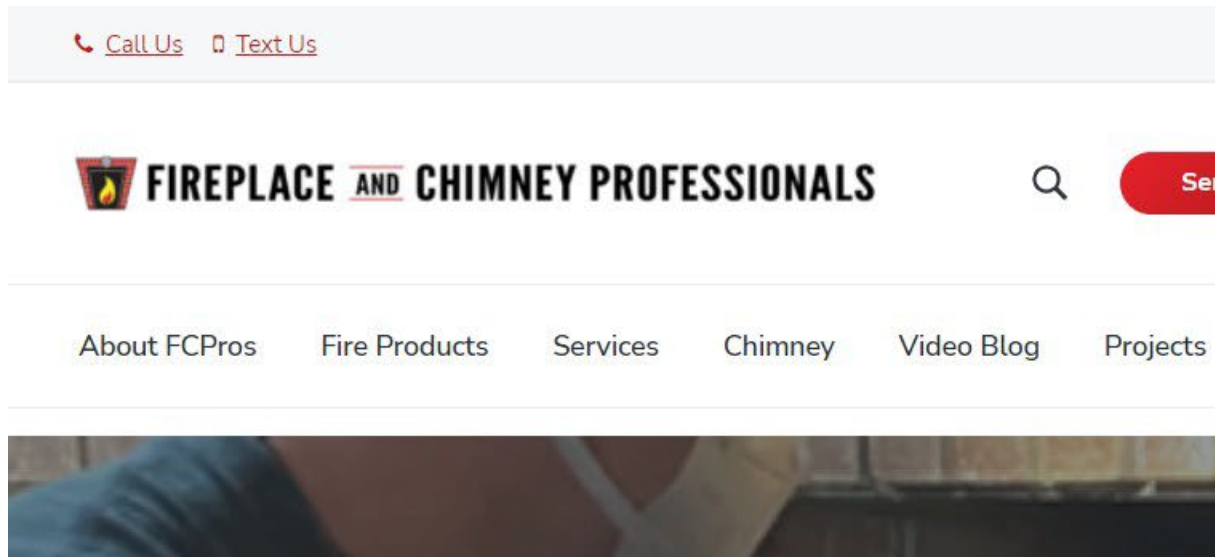
All Types of Communication

Be Responsive

In a Timely Manner

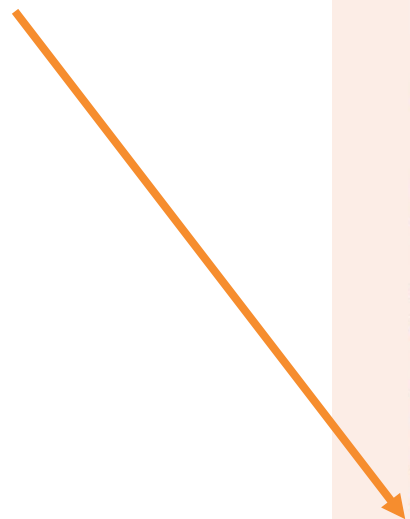
THE Sale Stage - So

Initial Contact & Communications



THE Sale Stage - Sourcing

Initial Contact & Communications



Roof Repair

Do You

For dry design perform dryer v vastly u proper the att Exhaust specific

Schedule

Your ZIP Code *

Preferred Contact Method

Services

- Inspections & Sweeping
- Dryer Vent Repair
- Dryer Vent Cleaning & Inspections
- Water Intrusion Assessment
- Attic Ladders
- Smoking Chimney
- Fireplace Design Consultation

Chimney Repair

- Leaking Chimney
- Chimney Cap
- Chase Cover
- Chimney Relining
- Smoke Chamber

Dryer Vent Repair

- Replacement / Repair / Reconnection
- Roof Termination Replacement
- Dryer Wall Box Installation
- Dryer Wall Exhaust Termination
- Dryer Flex Hose Replacement / Upgrade

Installations

- Woodburning Fireplaces
- Woodburning Stoves
- Gas Fireplaces
- Electric Fireplaces
- Water Vapor Fireplaces

THE Sale Stage – Follow-up

Communications

Email Etiquette:

- Reply to all your emails
- Always proofread before pressing send
- Use professional greetings
- Use a company domain email address – FYI: don't use gmail!
- Include links to your website and reviews, as well as social media platforms
- Include your certifications and state licenses (if applicable)

Thank you,

Joshua Brosius

Certified Master Chimney Technician #34

& Certified Chimney Professional #546

Certified Chimney Reliner #94

Certified Dryer Exhaust Technician (CSIA) #1149

Certified Chimney Specialist (CSIA) #59

Certified Chimney Sweep (CSIA) #10020

Certified Hearth Design Specialist and Certified Fireplace Installer (National Fireplace Institute) #177069

Licensed HeatShield Installer

Always A Sweep: Chimney and Dryer Vent Service, LLC

"It takes less time to do a thing right, than it does to explain why you did it wrong." - Longfellow

"Facts are stubborn things; and whatever may be our wishes, our inclinations, or the dictates of our passion,

352-282-0158

alwaysasweep.com



THE Sale Stage – Follow-up

Communications

Touch Sales Strategy:

- Triple touch tactic... contacting prospects in THREE different ways:
 - ✓ each time building trust,
 - ✓ staying in the forefront, and
 - ✓ moving them further into the sales funnel.

TOUCH 1 – Build Valuable Connections

TOUCH 2 – Send a Personalized Warm Email

TOUCH 3 – Follow up Your Email with a Call or Voicemail



THE Sale Stage – Lead Chaser

Communications

THEN...

- 3 MONTHS LATER
- 6 MONTHS LATER
- 12 MONTHS LATER

CREATE LIST BUCKETS!!

USE AUTOMATION!!!



THE Sale Stage

Communications

GIVE OPTIONS!

PERSONALIZE!!

USE AUTOMATION!!!

The screenshot shows a website form for 'FIREPLACE AND CHIMNEY'. The form is titled 'Let's Get Started!' and includes a welcome message: 'We are excited you've chosen FCPros for your new project.' Below this is a form with several fields: 'First Name', 'Last Name', 'Email *', 'Phone Number', 'Mobile Phone', 'When Would You Like to Start Your Project?', and 'When Would You Like to Schedule Your Deposit?'. There is also a 'Best Way to Contact' section with radio buttons for 'Mobile', 'Phone', 'Email', and 'Any / All'. The 'Phone' option is selected. At the bottom of the form is a red button labeled 'I'M READY'. An orange arrow points from the 'USE AUTOMATION!!!' text to this button.

THE Sale Stage

Communications

GIVE OPTIONS!

PERSONALIZE!!

USE AUTOMATION!!!

FIREPLACE AND CHIMNEY PROFESSIONALS

Hi {firstName}

It's Matt with F...
you. Feel free to...
clarification.

Please let me know...
communicate with...
you are not ready.

Thank you for taking...
home improvement...

- Matt Martinez

If you are ready to get your project started, click the "Let's Get Started" button below and I will contact you to review our next steps.

If you need more time...
"Not Ready" button below...
only follow up with you...
to check in.

I'M READY **NOT READY**

We understand.

Thank you for letting us know you are not ready to start your FCPros project.

Please fill out the below form so we can pause any immediate and future emails or calls to you. If you change your mind, please call us back.

First Name Last Name

Email

A Final Few Questions

Why aren't you interested?

- Budget
- Project Timeline
- Life Got In The Way
- Another Contractor / Second Opinion

Can we follow up with you again?

- Yes, in 6 months
- Yes, in 12 months
- No thanks

SUBMIT

THE Sale Stage

Communications

GIVE OPTIONS!

PERSONALIZE!!

USE AUTOMATION!!!

Thank You for the Opportunity.

Thank you for letting us know you are not interested in our proposed solution.

Please fill out the below form so we can pause any immediate future emails or calls to you. If you change your mind, please call us back.

First Name Last Name

Email

A Final Few Questions

Why aren't you interested?

- Budget
- Project Timeline
- Life Got In The Way
- Another Contractor / Second Opinion

Can we follow up with you again?

- Yes, in 6 months
- Yes, in 12 months
- No thanks

If you don't think you are interested in pursuing your project after all, click the "Thanks Anyway" button below and I will not contact you.

THANKS ANYWAY

THE Service Stage

The experience doesn't end after the SALE!

GOOD MARKETING GROUP

NCSG Convention 2023

Communication DOESN'T STOP After The Sale!

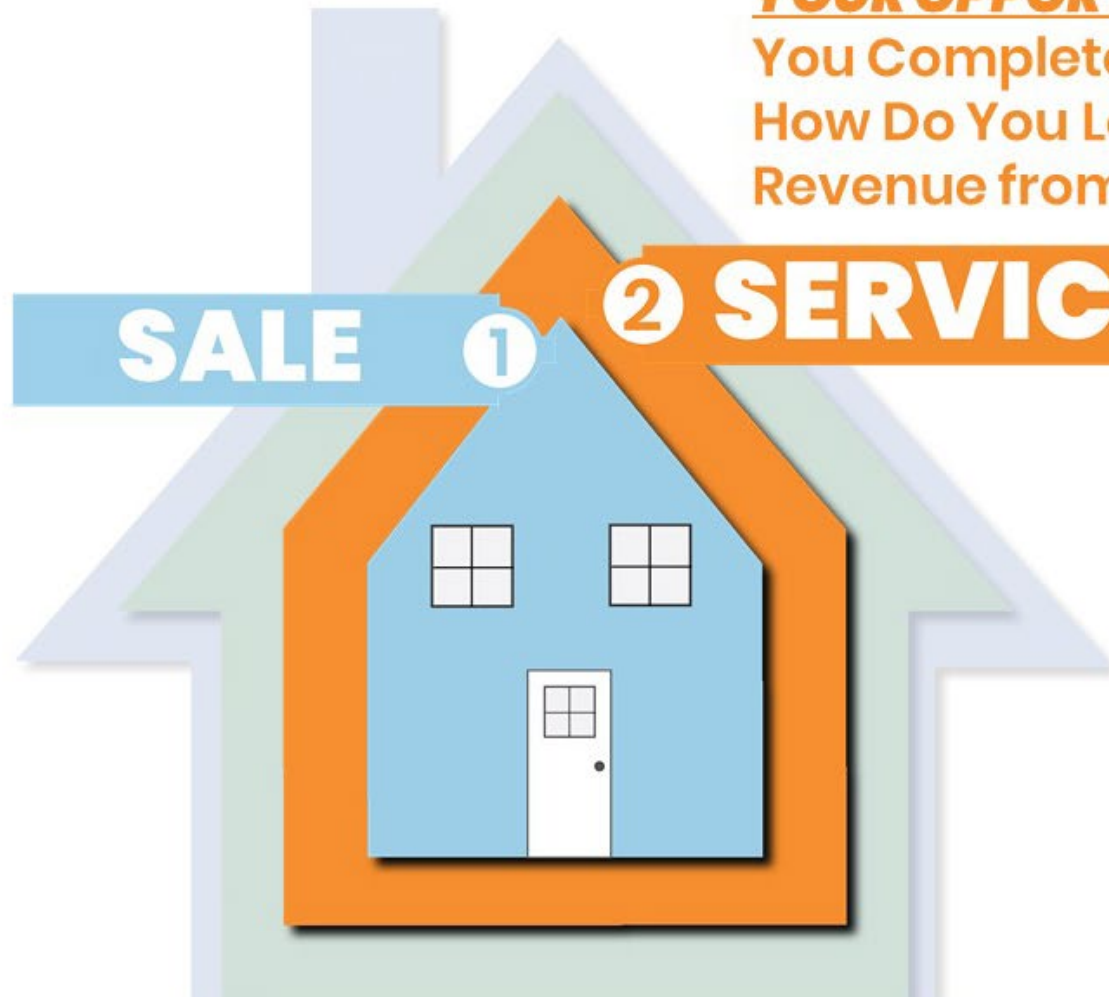


THE Service Stage

The experience doesn't end after the SALE!

GOOD MARKETING GROUP

NCSG Convention 2023



YOUR OPPORTUNITY TO RETURN
You Completed a Sale.
How Do You Leverage Continued
Revenue from the Customer?

THE Service Stage-Internal

Communication Between Sales Team & Service Team



THE Service Stage-Internal

Communication Between Sales Team & Service Team

Client Discovery: Sales Person and Service Lead share Homeowner traits:

- Personality
- Likes & Dislikes
- Preferred Communication
- Timeline & Expectations
- Something Special

Project Updates: Internal Communication - keep both teammates in the loop

THE Service Stage-Build Relationships

Communication with Customers

Emails:

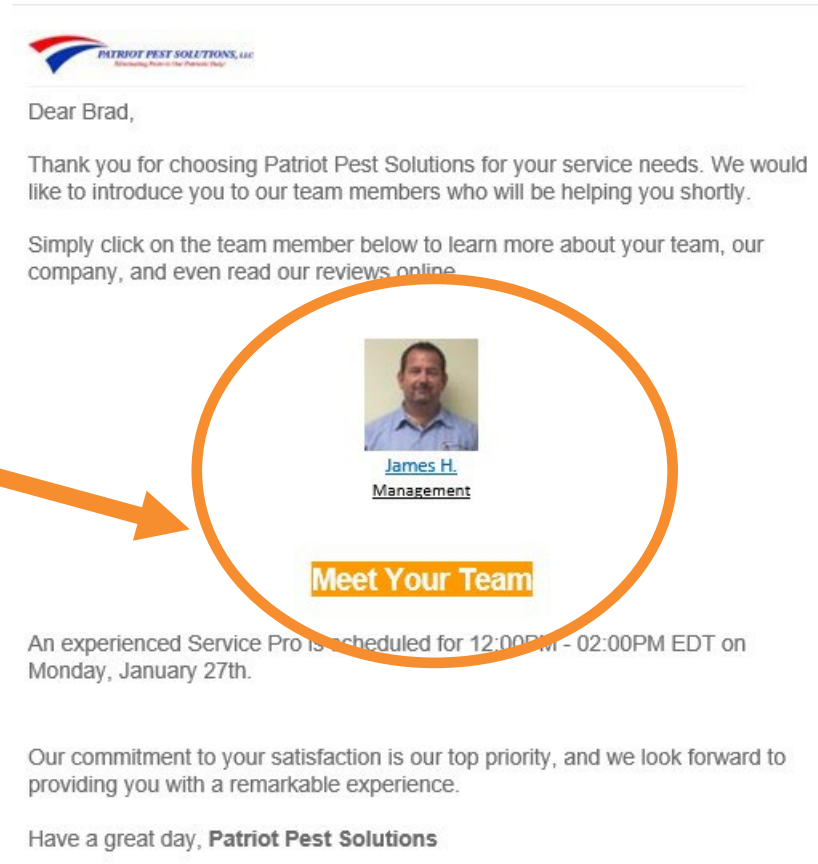
- Introduction email: confirm project highlights, timelines & expectations
- Appointment Reminders (*installation and service*)
 - ✓ scheduled confirmation
 - ✓ 5 days prior
 - ✓ day before

Texts and/or Phone Calls – GET PERSONAL!

- Introduction call
- Voicemail Appointment Reminders (*installation and service*)

THE Service Stage-Build Relationships

*Communications
Manage
Expectations*




PATRIOT PEST SOLUTIONS, LLC
Ensuring Peace in the Patriot State

Dear Brad,

Thank you for choosing Patriot Pest Solutions for your service needs. We would like to introduce you to our team members who will be helping you shortly.

Simply click on the team member below to learn more about your team, our company, and even read our reviews online.



James H.
Management

Meet Your Team

An experienced Service Pro is scheduled for 12:00PM - 02:00PM EDT on Monday, January 27th.

Our commitment to your satisfaction is our top priority, and we look forward to providing you with a remarkable experience.

Have a great day, **Patriot Pest Solutions**

THE Service Stage-Build Relationships

Communications

Builds Trust



Josh Merson - Vice President & General Manager

CSIA Certified Chimney Sweep #8777

F.I.R.E. Certified Fireplace and Chimney Inspector #362

NCSG Certified Chimney Professional

Joined Trinity: August 2017



THE Service Stage-Build Relationships

Communications = Education



THE Service Stage-Branding

Branding

Appearance:

- Trucks
- Attire



THE Service Stage-Branding

Branding

Appearance:

- Trucks
- Attire
- Business cards
- Leave behinds: flyers, manuals
(include logos, contact information, web address)



THE Service Stage-Branding

AND DON'T FORGET

Before Beginning:

- **Introduce self** as teammate of company
- **Confirm reason** for being there (before entering home)
- **Look Homeowner in the eye!**
- **Be polite and respect home**
- **Take a photo** of the “Before”
 - ❖ **Remove personal references** (ie. family photos)
 - ❖ **Landscape** (vs. portrait/up-down)



THE Refer Stage

The experience continues!



THE Refer Stage

The experience continues!



THE Refer Stage



THE Refer Stage

How'd We Do?

Before you leave: Service Team Member must:

- Clean up
- Take an After picture (same direction as Before picture)
- Ask Homeowner if they are happy!
- Go over instructions and materials
- Go over contact information for future communications
- Share Links/Handles/Profiles to give Review

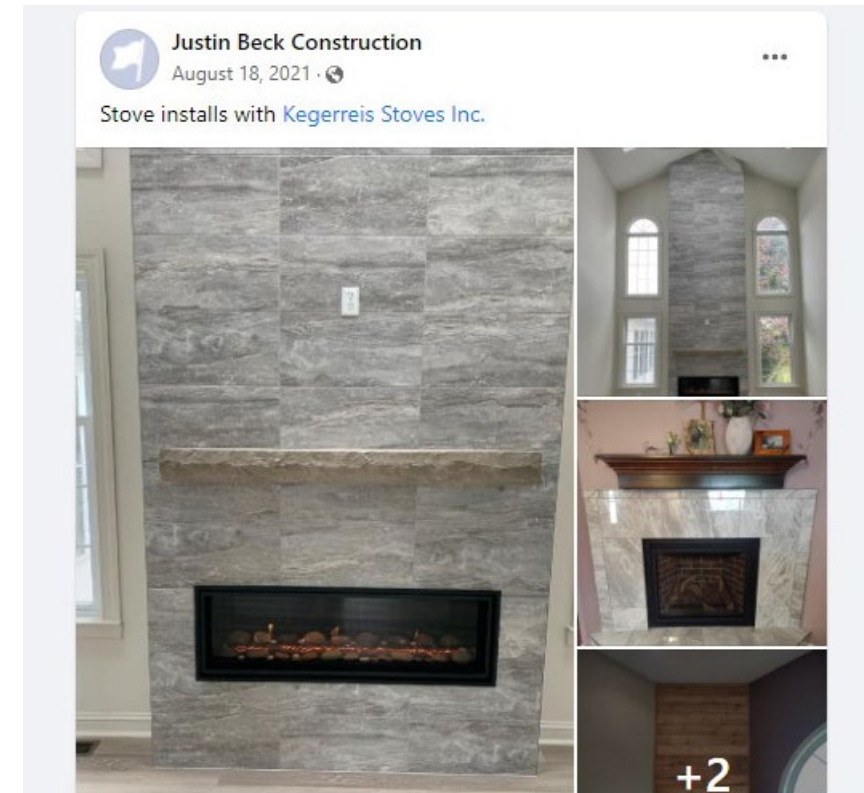


THE Refer Stage

How'd We Do?

After you've left w/in 24 hours:

- Send Thank You email with documents (ie. pdfs that support instructions discussed)
- Ask Homeowner to "Like" (follow) on social media
- Ask Homeowner to "recommend" by tagging @
 - ✓ On their page
- Recommend your company to friends/neighbors
- ***Request a testimonial, BUT...***

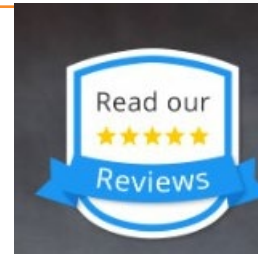


THE Refer Stage-Rep

How'd We Do?

Testimonials:

- Be aware of Review software that “owns” you
- Be sure the testimonial is posted to your website



4.95 (312 reviews)

Lauren S.



Wonderful experience! Everyone was professional! They did a great job rebuilding my fireplace!

May 13, 2022

Sheri D.



Blade came on time ..did a good job and explained what he did.

May 13, 2022

Marie H.



Great service!!! Cory was on time, very professional and honest. He took time to show me how to work my fire

THE Refer Stage-Reputation Mgmt

How'd We Do?

Testimonials:

- Be aware of Review s
- Be sure the testimon

The image displays a collection of customer testimonials and a review form. On the left, three dark blue testimonial cards are shown, each featuring five white stars and a positive review. The first card is from Alan T in Nashville, praising the quick response and thorough assessment. The second is from Jamie C in Columbia, commending the professional job of repairing fireplaces and chimneys. The third is a shorter testimonial from an unnamed customer. On the right, a 'Leave a Review' form is visible, with fields for Name (First and Last), Email, Town, Subject (with a dropdown menu currently showing 'Sales'), and How Many Stars?.

★★★★★
Great service! Very quick to respond. Very thorough assessment.
Alan T in Nashville
Service

★★★★★
Allegiance did a thorough and professional job of getting our two fireplaces and chimney safe again. They were also fairly priced. We have confidence in the work they did and look forward to many more years of enjoying our fireplaces.
Jamie C in Columbia
Service

★★★★★
Good job very knowledgeable and professional thanks guys

Leave a Review

Name *

First

Last

Email *

Town *

Subject *

Sales

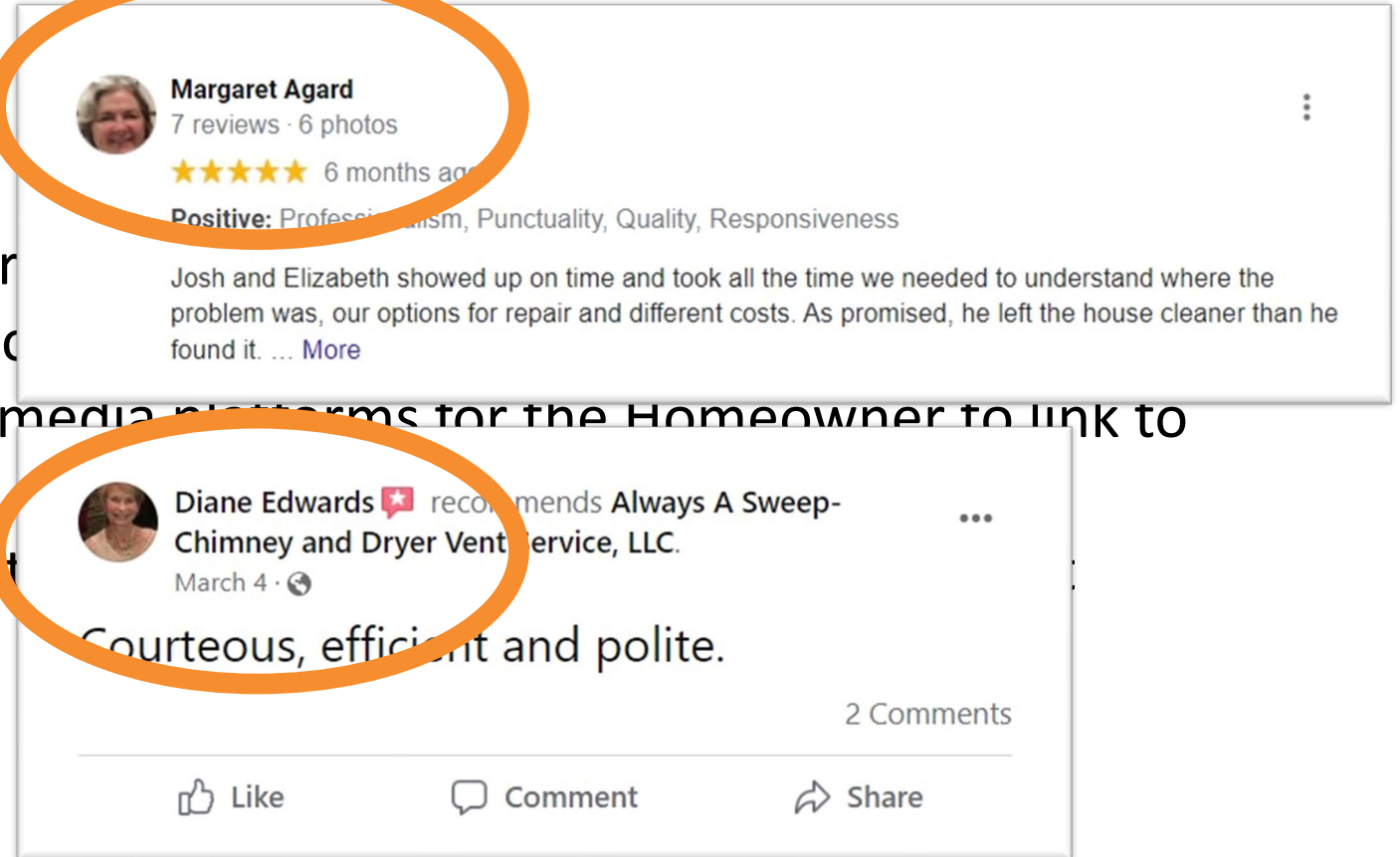
How Many Stars? *

THE Refer Stage-Reputation Mgmt

How'd We Do?

Testimonials:

- Be aware of Review software
- Be sure the testimonial is posted
- Include links to your social media platforms for the Homeowner to link to as THEIR profile
- **DON'T** allow review software to post testimonials for you. They should be authentic!



THE Refer Stage-Reputation Mgmt

How'd We Do?

Testimonials:

- Be aware of Review software
- Be sure the testimonial is positive
- Include links to your social media as THEIR profile
 - **DON'T** allow review software to be authentic!
- Monitor reviews regularly AND respond

The screenshot displays two Google reviews for 'Enchanted Fireside'. The first review is from Sharon Donovan, dated 3 months ago, with a 5-star rating. The review text reads: 'Mike and Roy did a fabulous job installing our new Vermont Castings wood stove - very professional with meticulous attention to detail. I highly recommend them, and Enchanted Fireside for having such excellent Team Members. Your quality and service is head-and-shoulders above the crowd!'. The owner's response, dated a month ago, says: 'Thank you so much, Sharon! We appreciate your kind words! - Karen'. The second review is from John Lloyd, dated 2 months ago, with a 4-star rating. The review text reads: 'We had a gas fireplace installed in 2021. Our experience with the sales team, the final installation team and our satisfaction with the product would rate 5 stars. In between was a rough road, which knocked the rating down. The staff ... More'. The owner's response, dated a month ago, says: 'Hi John, thank you for your feedback, and we truly appreciate your confidence and your business. We should have followed up after your December install (we want to hear it all - the good and the bad!), so I will see why that didn't ... More'. Two stars are overlaid on the image: an orange star next to Sharon's review and a red star next to John's review.

THE Refer Stage-Refer-A-Friend

Referral Programs

- Offer a monthly drawing for gift card (ie. Gas Cards) IF...
 - ✓ New prospect mentions customer
 - ✓ Homeowner shares finished project on social media and tags your company
 - ✓ Homeowner/customer tags friend(s) in one of your social posts (ie. the Homeowner/customer's before/after project photo)
- Include "Share with Friend" in email communications
- Ask Homeowner to host an in-home "Home Improvement Party"

THE Refer Stage-Refer-A-Friend

Referral Programs

- Share your company support of relevant local and/or industry non-profit organization relevant on social media and website
- Raise \$\$ = more shares



THE Repeat Stage

The experience becomes the relationship!



THE Repeat Stage

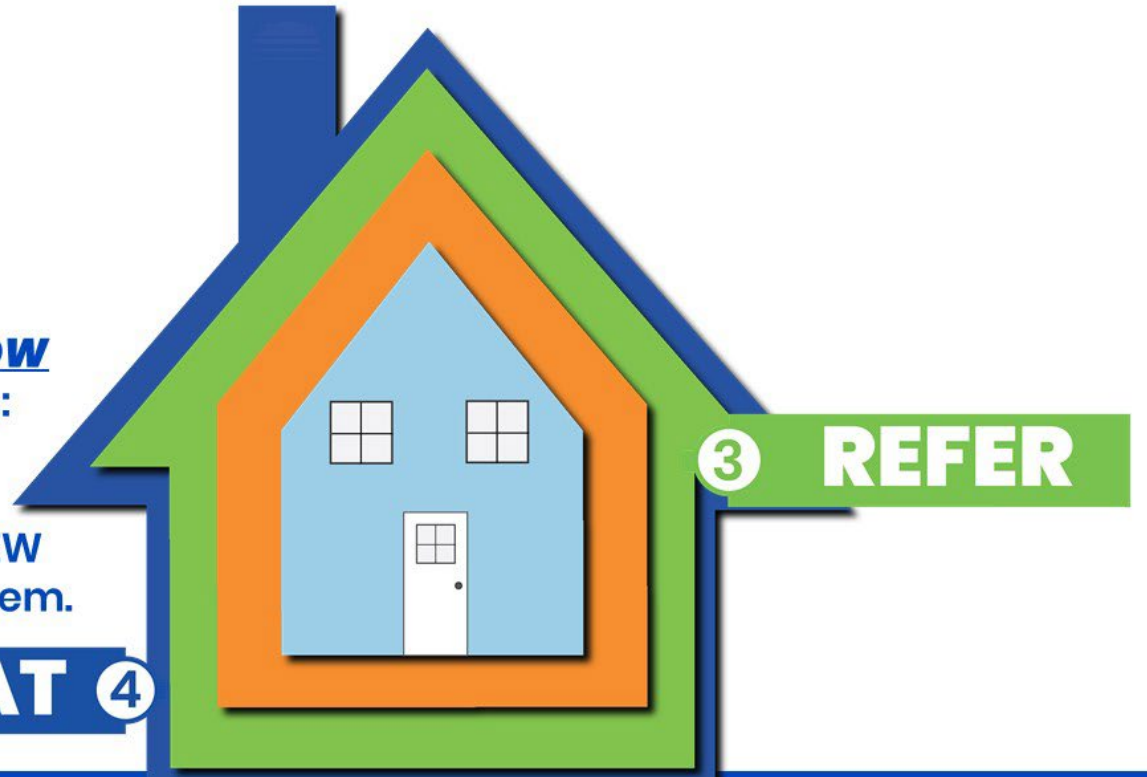
The experience becomes the relationship!

A MODEL TO FOLLOW

Get More Business:
Cross Marketing
from Your Best
Customers and NEW
PROSPECTS Like Them.

REPEAT ④

③ **REFER**



THE Repeat Stage

Continue Relationship

**Continually update
customer email
addresses for future
marketing.**

USE TAGGING!!



THE Repeat Stage

Continue Relationship

USE AUTOMATION!!!

Cross Marketing: Homeowner is low hanging fruit for additional sales:

- ***Chimney Inspection?***
 - Candidate for Dryer Vent Cleaning, Furnace/Boiler Flue Relining
- ***Gas Fireplace?***
 - Candidate for Gas Grill, Gas Fire Table
- ***Hearth Appliance?***
 - Additional appliance in another room (*bathroom, kitchen, outside*)
 - *Service and/or Warranty Plan*

THE Repeat Stage

Continue Relationship

Communication: Stay in the forefront of their mind..

- Monthly newsletters
- Upcoming Sales/Promos
- Community Events
- Public Relations – *identify a local cause to support that is relevant*
 - ❖ (ie. Habitat for Humanity)
- Additional Touch
 - ✓ Anniversary of completed project – request updated photo and testimonial of experience since new fire appliance was installed
 - ✓ Holidays – request a photo of decorated new fire appliance



DID YOU KNOW?

WE ALSO SELL SPAS & GRILLS



While we are at your house servicing your hearth appliance, ask us about creating an amazing outdoor living space to enjoy with your neighbors & family this summer.

[CLICK TO CUSTOMIZE HOT TUB](#)



If you are a Grill Master, then you need to visit SOMD for your new gas, wood-fired pellet or charcoal grill.

[CHOOSE YOUR GRILL](#)

OR, [visit our showroom](#) to browse, touch, sit in and get a hands-on (not virtual) experience with our spas and grills. Then, consult with our team of outdoor living specialists who will help you make your dreams a reality!

THE Repeat Stage

Find More Like Your Best

SnapShot: Use your customer list...

- Demographics
- Geography
- Purchase Levels
 - ✓ Type of purchase - \$\$\$ - \$\$,\$\$\$
 - ✓ Repeat Customers



THE Repeat Stage

Find More Like Your Best

Marketing Efforts: Determine ROI...

- Purchase qualified list

GROUP 15M

MATURE WEALTH

GROUP 15M MATURE WEALTH HOUSEHOLDS: 4,919,200 (3.97% OF U.S.)

CLUSTERS: 02 Established Elite
03 Corporate Clout

INFOBASE-X® DEMOGRAPHIC CHARACTERISTICS
LIFE STAGE GROUP 15M—MATURE WEALTH

ABOUT MATURE WEALTH

The two clusters of Group 15M, "Mature Wealth," exhibit peak wealth, generated from cohorts who span between the ages of 46 and 75. As expected, such households are often to be found where most large fortunes are made, resulting in these clusters being highly concentrated in the most costly MSAs and watering holes of New England, the Mid-Atlantic and Pacific. They quite literally do and buy everything. Very rich, they indulge themselves in what one might expect: fitness clubs, investments, financial advisors, luxury automobiles, business magazines, leisure activities, charities and foreign travel.



MATURE WEALTH, A DAY IN THE LIFE

Name of protagonist: "Evelyn"

Wakes up...and has orange juice and a croissant in the garden while reading *The New York Times*. Her husband, Robert, has already left for work to catch the train for his hour and a half commute into the city.

Spends the day...on the phone with her travel agent to make arrangements for their trip to Europe for their wedding anniversary. Before coming home, they'll head down to Tuscany for a few days to stay in a three-bedroom villa and see some old friends.

Talks about weekend plans to...go with the Davidsons to the theater, then go out to a new bistro after. Besides, they haven't seen them in some time, and Robert wants to talk investments with Jack Davidson.

Has a meeting with...the family lawyer to set up a trust fund for Robert and Evelyn's first grandson, Robert Wilson Hunt, IV.

Spends the evening...discussing the latest fund raiser with the other members of her favorite charity's board. Afterward, she and Robert meet some friends in the dining area for some wine and brie, followed by dinner at the club.

Goes to bed at... 11:00 p.m. in her antique, gilded bed with silk sheets and down pillows, while her husband stays up checking their portfolio and trading foreign currencies online.

WHEN THEY GREW UP...

- Neutron bomb is developed
- Groucho Marx dies
- Roots miniseries draws audience of 130 million
- Dick Williams helps lead the Oakland A's to World Series

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AC-0752-10-1010

National %	Index	Group %	National %	Index
Length of Residence				
2.3	35	<2 Years	7.2	12.7
7.6	39	2-5 Years	20.6	30.2
10.5	39	6-14 Years	36.6	32.0
21.5	46	15+ Years	35.6	25.0
21.5	100			
15.4	230			
10.7	152	Market Value of Home		
10.5	89	<\$50,000	2.7	10.3
		\$50,000-\$99,999	5.7	19.1
		\$100,000-\$124,999	2.7	8.8
		\$125,000-\$149,999	2.9	8.0
		\$150,000-\$199,999	7.4	12.9
		\$200,000-\$299,999	10.1	15.9
		\$300,000-\$499,999	25.1	14.7
		\$500,000+	44.5	10.3
			430	
10.1	3	Dwelling Unit Size		
4.7	2	Single Family Dwelling	93.0	86.0
8.8	2	Multiple Family Dwelling	7.0	14.0
10.8	3			
11.2	4			
24.2	6			
13.9	37			
6.3	120			
4.7	997	Occupation		
5.1	726	Professional/Technical	50.2	30.4
		Administration/Management	9.7	6.8
		Sales/Service	1.7	1.7
65.9	151	Clerical/White Collar	10.8	16.7
6.5	2	Craftsman/Blue Collar	6.8	18.7
7.0	0	Student	0.4	0.8
11.1	0	Housewife	2.8	6.0
10.6	0	Retired	10.4	12.1
7.5	0	Other	2.2	3.8
		Self Employed	5.0	3.1
			162	
44.0	47	Education		
56.0	142	Completed High School	30.8	53.1
		Completed College	36.1	33.1
		Completed Graduate School	32.9	13.2
		Attended Vocational/Technical	0.2	0.6
9.4	0			
6.8	0	Ethnicity		
5.5	0	Caucasian	85.8	74.3
5.2	0	African American	2.4	10.3
8.6	0	Hispanic	4.6	10.7
10.0	0	Asian	5.7	3.6
20.6	0	Other	1.4	1.1
15.0	0			
9.4	0			
3.6	1070	Household Size		
4.1	1502	One Person Household	14.3	24.7
		Two Person Household	36.7	26.8
		Three Person Household	21.4	21.3
		Four Person Household	15.9	13.0
		Five+ Person Household	11.8	12.1
23.2	37			
76.8	119			
		Mail Response		
8.3	46	Mail Order Responsive	90.6	76.8
9.3	74	Mail Order Buyer	90.5	76.6
33.4	137	Mail Order Donor	6.5	2.8
33.2	90			
8.3	70	Buying Channel Preference - Decile		
3.6	64	Top Internet Decile	23.3	8.9
3.4	59	Top Mail Decile	28.8	11.9
		Top Phone Decile	46.8	12.0
			263	
			243	
			390	

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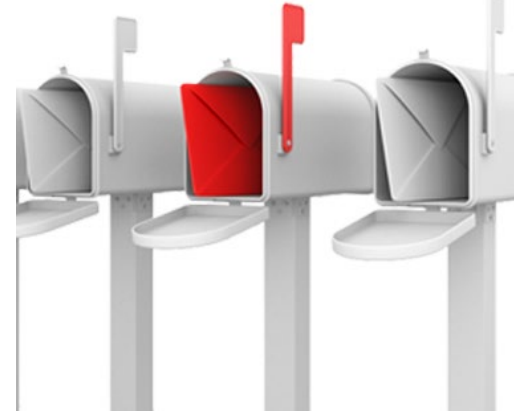
AC-0752-10-1010

THE Repeat Stage

Find More Like Your Best

Marketing Efforts: Determine ROI...

- Purchase qualified list
- Direct Mail, Facebook Advertising, Google Ads
- Frequency!



Create Audiences

You are targeting men and women, ages 28 - 65+ who live in 1 location, and have 25 interests.

Location - Living In:
United States: Worcester (+30 mi) Massachusetts

Age:
28 - 65+

Exclude:
Home Types: Apartment and Home Ownership: Renters

People Who Match:
Interests: Outdoor fireplace, Home Decoration & Design, Interior design, Outdoor Living, Remodeling My Home, Home Décor Products, Interior Design Ideas, Home Decore, Fireplace insert, Home Renovations, Renovation, Major appliance, Gas stove, Home Improvements, Home repair, Home Appliances, Fireplace, Fireplace mantel, Remodeling My House, Home improvement, Wood-burning stove, Pellet fuel, Hearth, Home equity or Pellet stove, Behaviors: Home renovation or Home improvement and Home Ownership: Homeowners

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